

FOR IMMEDIATE RELEASE:

OMbeach Launch Event: MAY 9th - Feel Good Festival



OMbeach is a charitable organization designed to give back to the community by producing events to raise funds. Tiffany Friedman, the founder of OMbeach, was diagnosed with breast cancer last year and throughout her treatment she witnessed the financial stress placed on patients for “out of pocket” expenses. She decided to help. Meet Tiffany, mother, business owner, yogi and breast cancer survivor. After going through months of treatment and hospital appointments, she is very familiar with the financial commitment for treatments, MRIs and hospital care required when battling this disease. This was very eye opening to her, and she decided she wanted to help local people who are putting up the fight, but need financial help. There are plenty of financial assistance forms for the poor and uninsured or under insured. However, the middle class is ignored. The hard working, insured that manage to live above the median and get by, but an illness of this sort can devastate financially. Those are the people that I want to help with out-of-pocket expenses so they can focus on healing. From there was born OMBeach - a nonprofit dedicated to financially helping patients and families going through cancer of any sort.

After participating in Tour de Pier, a cycling event to raise funds for Pancreatic Cancer Research, Tiffany envisioned a community yoga class to raise funds to alleviate the financial stress for patients fighting cancer, and OMbeach was born. The launch event for OMbeach will kick off the Manhattan Beach *Feel Good Festival*, Saturday May 9, 2015, with the very first OMbeach benefit yoga class for those battling cancer in our community. Support warriors fighting cancer and be a part of this inspiring experience.

OMbeach is partnering with the City of Manhattan Beach Parks & Recreation to produce this event. Bringing the South Bay yoga tribe together to promote health and wellness through yoga and music at Polliwog Park. The yoga class will be a journey within, led by top local teachers and will finish with Yoga Nidra and a therapeutic sound bath. Offering participants a yoga experience they will not forget, and gifts from sponsors Manduka, Onzie, Haute Yogi MB and more. The event opens at 9am starting with Yoga from 9:30-11am. This benefit class is not to be missed and class size is limited. Pre registration required, visit: https://apm.activecommunities.com/citymb/Activity_Search/19540 Sign up today, the class will sell out!

Following the yoga class, the *Feel Good Festival* will continue with Music, Art and Food. The goal of the first annual *Feel Good Festival* is to bring local inspiring and progressive entrepreneurs, brands and products in the health, wellness, music and arts culture to participate and get them all connected with this amazing community that makes up Manhattan Beach and the rest of the South Bay. In the spirit of wellness intentions, The Extraordinary Life Project will have their inspirational I Am Wall - a giant chalk board wall for participants to write on and declare their own possibilities. Our words create our reality and everything we say after "I am" creates our sense of self. Keeping the positive vibrations uplifted through out the day, from 11am-3pm, there will be a variety of classes set to live music, including Vinyasa Yoga, Hip Hop Yoga with a live DJ, Family Yoga, Teen Dance by Ivivva, Belly Dancing and Pilates. The festival will conclude with a concert in the park until 4:30pm.

May 9th is only the beginning of OMbeach. With the grand reopening of Haute Yogi, directly following the event, the South Bay Yoga Tribe will have a completely new studio to practice. Haute Yogi, a sanctuary for vibrant health, has recently relocated to 3308 Highland Ave, Manhattan Beach, CA 90266. This progressive studio will offer a wide variety of yoga styles, taught by some of best teachers in the LA at a no-expense spared, state of the art sacred space. Every Monday night Haute Yogi will offer a donation based OMbeach Community Meditation, taught by alternating instructors, that takes 100% of it's proceeds and donates it to local charity. OMbeach will remain a funding source that supports those in need.

OMbeach.org
haute-yogi-mb.com
310.802.0225
NEW LOCATION OPENING MAY 2015!
3308 Highland Ave, Manhattan Beach, CA, 90266

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